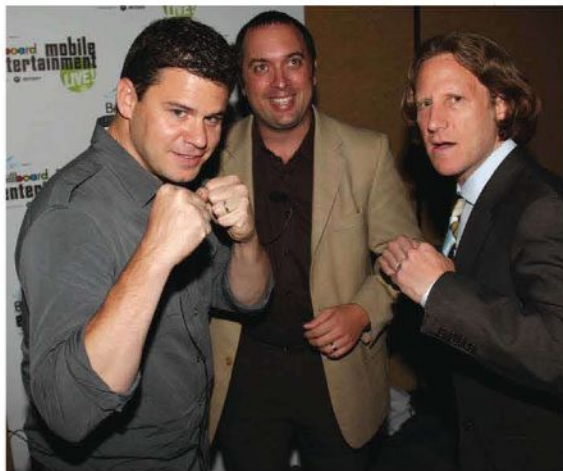




.biz Additional photos online this week at billboard.biz. To submit your photos for consideration, please send images to backbeat@billboard.com.

Asim Saleed, CEO of title sponsor Logic Wireless, welcomes attendees before the day's programming kicks off. Logic's technology allows phones to double as video projectors, enabling users to watch video on a wall or similar structure rather than a small screen.



Echo Nest CEO **Jim Lucchese** (left) and **Evan Harrison**, executive VP of Clear Channel Radio and president of Clear Channel Radio Digital (right), pump themselves up before taking the stage for their afternoon keynotes, while Billboard executive director of content and programming for digital/mobile **Anthony Bruno** looks on.



Motorola corporate VP of software platforms, applications and ecosystem **Christy Wyatt** and Smule co-founder **Ge Wang** meet backstage as they await their respective keynote presentations. Wyatt discussed the importance of the Android operating system in Motorola's smart-phone future, while Wang inspired developers to think differently about their approach to smart-phone development.

BILLBOARD'S MOBILE ENTERTAINMENT LIVE MUSIC APP AWARD WINNERS



Smule marketing manager **Turner Kirk** hams it up after receiving the company's award for best artist-based app for I Am T-Pain. He credited T-Pain for conceiving the idea for an Auto-Tuning iPhone app. I Am T-Pain is one of the most downloaded music apps, with 2 million users and 1 million YouTube video uploads. Other finalists included Linkin Park's 8-Bit Rebellion and TouchChords: Jimmie Vaughan.



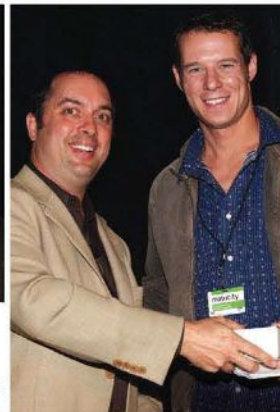
Gibson's Learn & Master Guitar app won the best branded app award. Accepting the trophy are site manager **Danny Schenk** (left) and CEO **Gabriel Smith** of Legacy Learning Systems, which partnered with Gibson on the app.



MorphWiz creator and Dream Theater keyboardist **Jordan Rudess** (right) mans the booth, showing how his app turns an iPad into a fully functioning synthesizer of sorts to an interested attendee.



Product leader **Anu Kirk** at mobile music service MOG poses with the company's award for best music streaming app. He said smart phones and app stores have created a new market for mobile music, but innovation is necessary to stand apart in an increasingly crowded mobile environment. MOG costs \$9.99 per month on the iPhone and comes with features like music recommendation powered by Echo Nest. Rhapsody and Thumbplay Mobile were also finalists in the category.



SoundHound product manager/director of user experience **Aron Master** (right) accepts the award for best music engagement app from Billboard's **Anthony Bruno**.



Brad Serling, CEO of Live Phish app maker Nugs.net, accepts the award for best touring app. The app lets fans stream and download Phish concerts post-performance. Serling said more than 10,000 Phish fans downloaded the app during its first week, and 17% of those downloaders went on to purchase concert audio as well as Phish catalog items through the app. Other finalists included Bonnaroo's festival app by Aolompa and the R5 music venue app from Ticketfly.

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